

## **LISTING OF CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Withdrawn) An advertisement distribution system comprising:  
a content provider system, for providing for a user terminal a content to which an identified has been added;  
a user terminal, for receiving said content, via a network, from said content provider system, and for identifying and outputting, to said network, said identifier added to said content;  
and  
an advertisement provider system, for the distribution to said user terminal, based on said identifier output by said user terminal, of a predetermined advertisement via said network.
2. (Withdrawn) The advertisement distribution system according to claim 1, further comprising:  
an agent server system, for managing said identifier added to said content,  
wherein said agent server system employs said identifier, output by said user terminal, to transmit an advertisement distribution trigger to said advertisement provider system for the distribution of said predetermined advertisement.
3. (Previously Presented) A content registration/management system comprising:

content registration request reception means, for receiving a request for content registration from a content provider that provides content;

identifier provision means, for setting an identifier, based on said request that is received, to be added to said content that is to be provided a user terminal, and for providing said identifier to the content provider; and

a content ledger database, for storing information related to said identifier provided said content provider.

4. (Original) The content registration/management system according to claim 3, further comprising:

identifier reception means, for receiving from a user terminal an identifier provided for said user terminal; and

content reproduction information collection means, for collecting, based on the reception of said identifier, information related to the reproduction of content.

5. (Original) The content registration/management system according to claim 4, further comprising:

an advertisement ledger database for registering a list of contents that can be used as advertisement media; and

notification means for searching said advertisement ledger database based on said received identifier, and for transmitting an advertisement distribution request to an advertiser.

6. (Withdrawn) An advertisement distribution management system, which is connected to a user terminal connected to a network and which manages the distribution of an advertisement to a user terminal, comprising:

an advertisement ledger database, for the storage therein of a list to which content used as an advertisement medium and information concerning an advertisement distribution site for disseminating said advertisement when said content is reproduced;

reception means, for receiving a content IS output by said user terminal when said content is reproduced;

search means, for performing a search, based on said content ID, of said advertisement ledger database for said predetermined advertisement distribution site; and

notification means, for issuing to said advertisement distribution site, when found, an advertisement distribution request.

7. (Withdrawn) The advertisement distribution/management system according to claim 6, wherein said reception means receives address information for said user terminal, and said notification means transmits the address information to said advertisement distribution site.

8. (Withdrawn) A content provider system, which is connected to a user terminal via a network and which provides a content for said user terminal, comprising:

storage means, for storing pertinent content and a corresponding content ID for identifying said pertinent content;

reception means, for receiving a content download request from said user terminal; and

content provision means, for reading, based on said content downloading request, said pertinent content and said corresponding content ID from said storage means, and for providing for said user terminal said pertinent content and said content ID.

9. (Withdrawn) The content provider system according to claim 8, wherein said storage means is used to store a content with a content ID being embedded.

10. (Withdrawn) The content provider system according to claim 8, further comprising:

registration request output means, for outputting a registration request to an agent server that manages a content ID; and

content ID reception means, for receiving, based on said registration request, said content ID from said agent server.

11. (Withdrawn) A user terminal comprising:

content reproduction means, for reproducing content wherein a content ID has been embedded;

detection means, for detecting said embedded content ID when said content is to be reproduced;

notification means, for transmitting said detected content ID to a predetermined server via a network; and

additional information reception means for receiving from a predetermined additional information distribution site, via a network, additional information corresponding to said content ID.

12. (Withdrawn) The user terminal according to claim 11, wherein, before reproduction of said content, said content reproduction means outputs said additional information received by said additional information reception means.

13. (Withdrawn) The user terminal according to claim 11, further comprising:  
content search means, for searching, via a network, for preferred content in a predetermined server; and

downloading means, for downloading, as a search result obtained by said content search means, content in which said content ID is embedded.

14. (Withdrawn) An advertisement distributor system comprising:

registration request output means, for outputting an advertisement registration request to an agent server system that manages an identifier included in predetermined content;

address information reception means, for receiving address information for a user terminal that reproduces content; and

advertisement data distribution means, for distributing advertisement data that is output to said user terminal for content reproduction.

15. (Withdrawn) The advertisement distributor system according to claim 14, further comprising:

bill reception means, for receiving from said agent server system a bill corresponding to the frequency whereat content is reproduced; and

advertisement fee payment means, for paying an advertisement fee in accordance with said bill.

16. (Withdrawn) A content reproduction program that permits a computer, for reproduction of content in which a content ID is embedded, to perform:

- a function for detecting said content ID embedded in said content;

- a function for transmitting said content ID via a network; and

- a function for, before content reproduction, outputting advertisement data, based on said content ID, that has been received via said network.

17. (Withdrawn) The content reproduction program according to claim 16, wherein said function for outputting said advertisement data that is received displays an advertisement, interacting with reproduction of said content.

18. (Withdrawn) A storage medium on which a computer stores a computer-readable program that permits said computer to perform:

- a process for, before content reproduction, detecting said content ID embedded in said content;

- a process for transmitting said content ID via a network; and

- a process for outputting additional information, based on said content ID, that are received via a network, while interacting with said content reproduction.

19. (Withdrawn) An additional information distribution method comprising the steps of:  
providing an identifier for digital content to identify said digital content;

detecting said identifier before reproduction of said digital content to which said identifier is added;

transmitting said detected identifier, together with user terminal information, to a network; and

distributing predetermined additional information to said user terminal based on said identifier that is transmitted.

20. (Withdrawn) The additional information distribution method according to claim 19, wherein said predetermined additional information to be distributed is an advertisement that corresponds to said digital content.

21. (Withdrawn) The additional information distribution method according to claim 20, further comprising the steps of:

counting said identifiers transmitted to said network; and

charging an advertisement distributor in accordance with the number of advertisements that are distributed.

22. (Withdrawn) A content distribution system comprising:

a content provider system, for providing for a user terminal a content to which an identifier has been added;

a user terminal, for receiving said content, via a network, from said content provider system, and for identifying and outputting, to said network, said identifier added to said content; and

an content provider system, for the distribution to said user terminal, based on said identifier output by said user terminal, of predetermined content via said network.

23. (Withdrawn) A method comprising steps to implement the functions of the content distribution system of claim 22.

24. (Original) A method comprising steps to implement the functions of the content registration/management system of claim 3.

25. (Withdrawn) A method comprising steps to implement the functions of the advertisement distribution management system of claim 6.

26. (Withdrawn) A method comprising steps to implement the functions of the content provider system of claim 8.

27. (Withdrawn) A method comprising steps to implement the functions of the user terminal of claim 11.

28. (Withdrawn) A method comprising steps to implement the functions of the advertisement distributor system of claim 14.

29. (Withdrawn) An article of manufacture comprising a computer usable medium having computer readable program code means embodied therein for causing content distribution, the



computer readable program code means in said article of manufacture comprising computer readable program code means for causing a computer to effect the steps of claim 23.

30. (Withdrawn) A computer program product comprising a computer usable medium having computer readable program code means embodied therein for causing advertisement distribution, the computer readable program code means in said computer program product comprising computer readable program code means for causing a computer to effect the functions of claim 1.

31. (Original) A computer program product comprising a computer usable medium having computer readable program code means embodied therein for causing content registration/management, the computer readable program code means in said computer program product comprising computer readable program code means for causing a computer to effect the functions of claim 3.

32. (Withdrawn) A computer program product comprising a computer usable medium having computer readable program code means embodied therein for causing content provision, the computer readable program code means in said computer program product comprising computer readable program code means for causing a computer to effect the functions of claim 8.

33. (Withdrawn) A computer program product comprising a computer usable medium having computer readable program code means embodied therein for causing content advertisement distribution, the computer readable program code means in said computer program product comprising computer readable program code means for causing a computer to effect the functions of claim 14.